

TVS Srichakra rolls into Indonesia with Eurogrip two-wheeler tyre range

Chennai, 31st August 2021 – TVS Srichakra Ltd., one of India’s leading manufacturers of 2 & 3-wheeler and off-highway tyres, announced its foray into the Indonesian market with Eurogrip range of tyres. The first product line to be launched is “**Eurogrip Bee City**” – a range of aesthetically designed two wheeler tyres completely customized to suit the needs of Indonesian riders’ urban lifestyle and road conditions. These tyres are suited for popular scooter and motorbike models in Indonesia and come in 5 sizes to start with.

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two wheeler tyre market. “Our Indian and international research and development teams have come together to develop Eurogrip Bee City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh kilometres of riding over 4 months each of wet and dry seasons. The test riders rated our tyres better than competition in several aspects that include grip, cornering, handling and maneuverability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions,” said **Mr. Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.**

Eurogrip Bee City tyres come with an asymmetric pattern with centre groove. The tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life. They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat and more. Bee City tyres have some of the international Eurogrip technologies like Optimized Tread Pattern Design Technology (OpT-PaD), Air Seal-Inner Liner Technology (A-SeT) and Roll Balanced Unique Tyre Construction (RoBusT).

“This is an exciting moment for us as we further build **Eurogrip** as a strong global brand and foray into the Indonesian market. Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand. Eurogrip Bee City is the first of many products we have planned under the “Bee” sub-brand for this market. Bees are known to be very hard working, always on the move and are seen as guardians against pollution - a good representation of scooter and urban motorbike riders who continuously move, connecting with people, places and activities. This is how the name “Bee City” came into being. We have upcoming products in the Sport & On-Off segments being developed under the same sub-brand. ”, said **Mr. Madhavan, EVP – Sales & Marketing, TVS Srichakra Ltd.**

The tyres will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven cities that include Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar. To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period.

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<u>Tyre Sizes</u>	70/90-14 34P	80/90-14 40P	90/90-14 46P	70/90-17 38P	80/90-17 50P REINF
<u>Wheel Position</u>	Front	Front & Rear	Front & Rear	Front	Rear
<u>Bike Models</u>	Yamaha Mio, Soul 110, Suzuki Address	Yamaha Mio Z, Mio, Soul 110, Suzuki Address (F), Nex (F) Honda Beat (F)	Yamaha Lexi (F), Honda Beat, Vario 110, Vario 125	Yamaha Jupiter Z, Honda Supra X, Revo, Sonic, Suzuki Smash, Shogun	Yamaha Jupiter Z, Honda Supra X, Revo, Suzuki Smash, Shogun, Satria

About TVS Srichakra Ltd.: TVS Srichakra Limited, makers of TVS Eurogrip brand of tyres is one of India's leading manufacturers and exporters of Two, Three-Wheeler tyres and Off-Highway tyres. Incorporated in 1982, it is one of the flagship companies of the USD 8.5 Billion TVS Group which is India's largest Auto Ancillary conglomerate. With global research and development capabilities and cutting-edge technology, TVS Srichakra produces industry leading tyres for the automotive sector in India and worldwide. Headquartered in Madurai, TVS Srichakra has manufacturing facilities in Madurai (Tamil Nadu) and Pantnagar (Uttarakhand) with a production capacity of over 3 million tyres a month. The company has a design centre in Milan, Italy supporting the R&D centre in Madurai and the tyres are tested in Indian, European, and Japanese road conditions. TVS Srichakra's products are available in over 85 countries across the world. In India, the company enjoys a significant market share amongst the original equipment manufacturers and replacement markets and has a comprehensive network of distributors and dealers giving it a robust presence. For more information, visit <https://www.tvseurogrip.com/>

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